

BASIC DETAILS:

Subject:	ENGLISH FOR BUSINESS II		
Id.:	30414		
Programme:	GRADUADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (BOE 26/11/2010)		
Module:	MÓDULO TRANSVERSAL		
Subject type:	OBLIGATORIA		
Year:	2	Teaching period:	Segundo Cuatrimestre
Credits:	6	Total hours:	150
Classroom activities:	70	Individual study:	80
Main teaching language:	Inglés	Secondary teaching language:	Castellano
Lecturer:		Email:	

PRESENTATION:

As second-year students, it is expected that your English proficiency has developed from English for Business I and that you have experienced the role English plays in other subjects, therefore the objective of this course is to build on the skills and competences acquired by working on and developing further the language skills (speaking, listening, reading, writing, grammar, and vocabulary) you will need to work and interact within business contexts.

The course is divided into five units:

1. Intercultural communication in business contexts
2. Globalization and international trade
3. Corporate Social Responsibility
4. Debts, savings and investments
5. Starting a business

Each unit progresses from simpler to more complex language-based tasks. At the end of each unit, you will be required to apply the language learned to complete a group task or project. The main objective of this course is to improve your language fluency without ignoring the importance of accuracy; therefore, remedial exercises will be used throughout the course in order to help you learn and apply grammar structures and develop speaking and writing skills. As this subject is transversal, what you learn can be applied in other subjects which are taught through English.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

General programme competences	G01	Ability to analyse and summarise information from several sources.
	G02	Creative and efficient resolution of problems that arise in day-to-day, in order to ensure the highest levels of quality of professional work.
	G03	Ability to organise and plan the work in the context of continuous improvement
	G04	Use of information and communication technologies
	G05	Ability to work effectively in interdisciplinary teams, integrating and participating in scientific and professional teamwork, contributing ideas and respecting and valuing the diversity of views of other team members.
	G06	Ability to incorporate ethical principles into the professional culture, giving priority to ethical commitment to customers and society.
	G07	Ability to work in an international context and innovate and adopt new approaches used in other national contexts.
	G09	Oral and written communication in English in academic and professional contexts.
	G10	Ability to apply the acquired knowledge, adapting it to the needs and special features of each situation and person.
	G11	Ability to come up with new ideas (creativity).
	G13	Ability to develop learning strategies throughout life to be able to acquire new knowledge, by developing their own academic and professional path.

	G14	Oral and written communication in native language and in English, according to the needs of their field of study and the demands of their academic and professional environment.
	G15	Ability to establish and meet the most appropriate quality criteria and apply methodologies and work strategies geared towards continuous improvement.
	G16	Ability to assimilate concepts of a social and humanistic nature into a comprehensive university education to enable the development of ethical values such as solidarity, multiculturalism, equality, commitment, respect, diversity, integrity, etc.
Specific programme competences	E01	Understand the specific aspects of the operation, management and control of the different functional areas of the company.
	E02	Know and understand the local, national and international socio-economic context in which the companies operate and be able to interpret its impact on them.
	E03	Ability to apply the acquired knowledge of the functional areas of the company and the socio-economic environment.
	E04	Ability to identify related variables and understand their impact on business organisations.
	E09	Appreciate how the domestic and international financial markets operate.
	E13	Know the decision making processes in terms of policy and business strategy.
	E14	Understand the principles of business ethics and be able to design scenarios in which these principles can be put into business practice.
	E15	Propose, plan and lead business innovation projects that ensure the competitiveness of the company.
Learning outcomes	R1	Communicate effectively in English in a business environment
	R2	Use a larger variety of business vocabulary and expressions
	R3	Feel more comfortable speaking, reading and writing in English
	R4	Analyze and debate current business topics using the English language

PRE-REQUISITES:

It is a pre-requisite that all students in this course have passed English for Business I.

You are expected to be familiar with:

- essential English structures (use of tenses, gerunds, infinitives, article use, conditionals, relative clauses, and other frequent grammatical structures)
- skimming and scanning reading techniques;
- identifying meaning from the context;
- extracting ideas (main and sub) from a reading/ audio;
- writing at paragraph level;
- different professional writing formats (emails, reports, CV/ resumé);
- ways to organize/ classify your ideas and giving presentations

SUBJECT PROGRAMME:

Observations:

Subject planning could be modified due to unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

Subject contents:

1 - Intercultural communication in business contexts
1.1 - What is culture and how does it affect business communication?
1.2 - Factors affecting intercultural communication in business contexts
1.3 - Exploring country specifics and critical incidents
2 - Globalization and international trade
2.1 - Discussing aspects of globalization

2.2 - Using the vocabulary of trade and transport
2.3 - Telephoning: Business to business (B2B)
2.4 - Making small talk
3 - Corporate Social Responsibility
3.1 - Exploring the functions and language of CSR
3.2 - Comparing and contrasting CSR policies
3.3 - Discussing the ethics of various business practices
4 - Debts, savings and investments
4.1 - Discussing debt, credit and the banks' interest
4.2 - Talking about opportunities for saving and investing money
4.3 - Understanding a negotiation process
4.4 - Participating in negotiations
5 - Starting a business
5.1 - Discussing entrepreneurship
5.2 - Understanding the organisation of a business plan and writing an executive summary
5.3 - Understanding and identifying the main forms of company structures
5.4 - Using legal terminology to describe company ownership
5.5 - Preparing a business plan

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

Teaching and learning methodologies and activities applied:

Classes are conducted exclusively in English and are based on the communicative approach to teaching English with a strong focus interaction.

The integration of speaking, listening, reading and writing is very important as no skill exists in isolation. Some of the activities used will center on simulations, problem-solving, discussions, opinion stating, and information exchange. Understanding business related texts will be an important part of the course and students are required to read critically and share opinions. Lecture note-taking will be practised in order to improve your ability to follow lectures in other subjects. Discussions and case studies will also be used. Pair and group work will encourage cooperative learning and the development of professional competences that you will need in the near future.

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	5
	Other theory activities	5
	Practical exercises	14
	Practical work, exercises, problem-solving etc.	14
	Debates	6
	Coursework presentations	4
	Films, videos, documentaries etc.	3
	Workshops	4
	Other practical activities	7
	Assessment activities	6
	Attendance Tutorials	2
Individual study	Individual study	15

Individual coursework preparation	15
Group coursework preparation	10
Project work	10
Research work	8
Compulsory reading	22
Total hours:	150

ASSESSMENT SCHEME:

Calculation of final mark:

Written tests:	25 %
Individual coursework:	25 %
Group coursework:	15 %
Final exam:	30 %
Self-study tasks:	5 %
TOTAL	100 %

*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

BIBLIOGRAPHY AND DOCUMENTATION:

Basic bibliography:

Basic Bibliography in this list can be provided by your teacher for inspection (signed out from USJ library) or purchased from the publisher. None of these books will be used entirely; only some unit/ chapters from each.

LEWIS, R. D. When Cultures Collide. Leading across cultures. Boston and London: Nicolas Brealey Publishing, 2006.

STRUTT, Peter. Market Leader Essential Business Grammar and Usage. Harlow: Pearson Longman, 2010.

BUTZPHAL, Geraldine & Maier-Fairclough, Jane. Career Express Business English B2. Garnet Publishing, 2013.

Recommended bibliography:

Emmerson, P. (2009). Business Vocabulary Builder. Macmillan.

Mascull, B. (2002) Business Vocabulary in Use. Cambridge, Cambridge University Press.

Robbins, S. (2006). Collins Cobuild Business Vocabulary in Practice. Collins Cobuild.

Trappe, T. (2012) Intelligent Business. Intermediate. Pearson Longman.

Recommended websites:

Business writing explained	http://globaledge.msu.edu/academy/community-colleges/business-writing-resources
General English practice	http://www.englishmedialab.com/index.html
BBC Business English	http://www.bbc.co.uk/worldservice/learningenglish/general/
Business English exercises	http://www.businessenglishsite.com/general-business-english.html
Business English exercises	http://www.better-english.com/exerciselist.html
Business English exercises	http://www.nonstopenglish.com/all Exercises/business_english/
Business English Pods	https://www.youtube.com/user/bizpod?gl=GB
Podcasts Business English	http://www.china232.com/business_english/podcasts.php
Pronunciation Dictionary	http://forvo.com/

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